

**A Minnesota Mailing List for  
Equal Opportunity Announcements and  
Advertisements  
2006**

Compiled by Denise Rath, research assistant  
Center for Urban and Regional Affairs (CURA)

*A Minnesota Mailing List for Equal Opportunity Announcements and Advertisements* is a publication of the Center for Urban and Regional Affairs (CURA), an all-University applied research and technical assistance center at the University of Minnesota that connects faculty and students with community organizations and public institutions working on significant public policy issues in Minnesota. The content of this report is the responsibility of the author and is not necessarily endorsed by CURA or the University of Minnesota.

Publication No. CURA 06-1 (web only)

Edited by Michael D. Greco

© 2006 by The Regents of the University of Minnesota. This publication may be reproduced in its entirety (except photographs or other materials reprinted here with permission from other sources) in print or electronic form, for noncommercial educational and nonprofit use only, provided that two copies of the resulting publication are sent to the CURA editor at the address below and that the following acknowledgment is included: "Reprinted with permission of the University of Minnesota's Center for Urban and Regional Affairs (CURA)."

For information regarding commercial reprints or reproduction of portions of this publication, contact the CURA editor at the address below.

This publication is available in alternate formats upon request.

Center for Urban and Regional Affairs (CURA)  
University of Minnesota  
330 HHH Center  
301--19th Avenue South  
Minneapolis, Minnesota 55455

Phone: (612) 625-1551  
Fax: (612) 626-0273  
E-mail: [cura@umn.edu](mailto:cura@umn.edu)

*The University of Minnesota is committed to the policy that all persons shall have equal access to its programs, facilities, and employment without regard to race, color, creed, religion, national origin, sex, age, marital status, disability, public assistance status, veteran status, or sexual orientation.*

## Foreword

*A Minnesota Mailing List for Equal Opportunity Announcements and Advertisements, 2006* (fourth edition) is a directory of newspapers and magazines that focuses on the hard-to-reach populations covered by equal opportunity and affirmative action initiatives.

Updates to this electronic publication will be made periodically when publications provide new information. An effort will also be made to add publications that have been missed or are new to Minnesota, if they meet our criteria and provide appropriate information. Please contact CURA editor Mike Greco at [curaweb@umn.edu](mailto:curaweb@umn.edu) with changes or additions to this directory.



# Table of Contents

## Publications for Communities of Color

### ➤ African American

- African News Journal
- Insight News
- Minnesota Spokesman-Recorder
- Mshale
- One Nation News

### ➤ American Indian

- Anishinaabeg Today
- Bois Forte News
- The Circle
- Ojibwe News

### ➤ Asian American

- Asian American Press
- Asian Pages
- Hmong Times
- Korean Quarterly
- North End News

### ➤ Latino

- La Gente de Minnesota
- La Prensa de Minnesota
- La Voz Latina
- Vida y Sabor

## Publications for Other Communities

### ➤ Gay/Lesbian/Bisexual/Transgender

- Lavender Magazine

### ➤ People with Disabilities

- Access Press

➤ **Seniors/Older Adults**

- Minnesota Good Age
- Minnesota Senior News
- The Senior Reporter
- Senior Times

➤ **Veterans**

- Minnesota Legionnaire

➤ **Women**

- Minnesota Women's Press

# **AFRICAN AMERICAN**

## ***African News Journal***

TCB Marketing, Inc.  
W11052 457th Avenue  
Prescott, WI 54021

Website: In the process of creating  
Target Audiences: Somali, Ethiopian, Liberian, Sudanese, Nigerian, Eritrean, Kenyan, Ugandan, Tanzanian, Rwandans, Congo, Ghana, Cameroon, and Caucasian  
Geographic Area: Minneapolis/St. Paul  
Frequency: Once a month  
Publication Date: 1st of each month  
Circulation: 10,000 copies  
Distribution: 200 newsracks throughout the Twin Cities

### **News and Events Announcements**

Contact: Sam Said  
Phone: 651-644-4455  
E-mail: [anj@gmail.com](mailto:anj@gmail.com)  
Fax: 651-207-4245  
Deadline: 1 week prior to publication

### **Advertising Rates and Data**

Contact: Steve Wetzler, TCB Marketing  
Phone: 651-304-2102  
E-mail: [tcbmarketing@gmail.com](mailto:tcbmarketing@gmail.com)  
Fax: 715-262-1177  
Format: Broadsheet  
Page Size: 12.625" x 20"  
Classified Rates: \$16.00/column inch  
Display Rates: Varies by ad size – roughly \$15/column inch for black and white, \$21/column inch for color  
Deadlines: 1 week prior to publication

## ***Insight News: The Journal for Business and the Arts***

Al McFarlane  
1815 Bryant Ave. N.  
Minneapolis, MN 55411-3212

Website: [www.insightnews.com](http://www.insightnews.com)

Target Audience: African American community

Geographic Area: Minneapolis, St. Paul, and major cities and suburbs

Frequency: Weekly

Publication Date: Greater Southside edition – Wednesday; Minneapolis Northside edition – Monday; St. Paul edition – Tuesday

Circulation: 35,000

Distribution: Free newsstand pickup

Subscriptions: Available at \$42 per year

### **News and Events Announcements**

Contact: Laretta Dawolo

Phone: 612-588-1313

Fax: 612-588-2031

E-mail: [info@insightnews.com](mailto:info@insightnews.com)

Deadline: Friday, one week in advance

### **Advertising Rates and Data**

Contact: James Dawolo

Phone: 612/588-1313

Format: Newspaper

Page Size: 11 1/2" x 21"

Classified Rates: \$75.96 per column inch – 3 editions, \$25.32 per column inch-single edition

Display Rates: \$69.84 per column inch – 3 editions, \$23.28 per column inch, single edition

Deadline: Friday, one week in advance



## ***Minnesota Spokesman-Recorder***

Launa Q. Newman, Publisher  
Spokesman-Recorder Co., Inc.  
3744 4th Ave. S.  
Minneapolis, MN 55409-1390

Website: [www.spokesman-recorder.com](http://www.spokesman-recorder.com)

Target Audience: African American community

Geographic Area: Twin Cities metro area, Minnesota

Frequency: Weekly

Publication Date: Thursday

Circulation: 26,000

Distribution: 50 cents per copy at selected locations in Minneapolis and St. Paul.

Subscriptions: Available at \$30 per year in Minnesota, \$35 out of state

### **News and Events Announcements**

Community Events Contact: Stephanie Booker

Other Events Contact: Rosalind Perry-McKnight

Phone: 612-827-4021

Fax: 612-827-0577

Deadline: Wednesday 5:00 pm for Community events; Monday 10 am for other

### **Advertising Rates and Data**

Contact: Tracey Williams, Advertising Manager

Phone: 612-827-4021

E-mail: [twilliams@spokesman-recorder.com](mailto:twilliams@spokesman-recorder.com)

Fax: 612-827-0577

Format: Newspaper

Page Size: 13" x 21"

Classified Rates: Employment – \$31.49 per column inch; Employment display – \$33.26. per column inch; General display – \$36.96 per column inch

Display Rates: Full page – \$4,656.96; 1/2 page – \$2,328.48; 1/4 page – \$1,164.24; 1/8 page – \$582.12

Deadline: Friday, 2:00 p.m.

## ***Mshale***

P.O. Box 80071  
Minneapolis, MN 55408

Website: [www.mshale.com](http://www.mshale.com)

Target Audience: Minnesota African immigrant community

Geographic Area: Mostly Minnesota with a few parts of Wisconsin and Iowa

Frequency: Monthly

Publication Date: 1st of the month

Circulation: 10,000

Distribution: Free at 65 newsstands in the metro area, 30 in Greater Minnesota.

Subscriptions: Available at \$28 per year.

### **News and Events Announcements**

E-mail: [mshale@mshale.com](mailto:mshale@mshale.com)

Fax: 612-871-2919

Deadline: 20th of previous month

### **Advertising Rates and Data**

Contact: Tom Gitaa

Phone: 612-871-9518

E-mail: [tgitaam@mshale.com](mailto:tgitaam@mshale.com)

Fax: 612-871-2919

Format: newspaper

Page Size: 10" x 14.5"

Classified Rates: \$18 per column inch

Display Rates: Full page—\$1,800; half page—\$900; 2/3 page—\$700; ¼ page—\$350

Deadlines: 20th of previous month

## ***One Nation News***

3010 Hennepin Ave. S. Ste. 121  
Minneapolis, MN 55408

Website: [www.onenationnews.com](http://www.onenationnews.com)

Target Audience: African, African-American, Multiracial communities

Geographic Area: Seven-county Twin Cities area

Frequency: Weekly

Publication Date: Wednesday

Circulation: 20,000

Distribution: 400 pick-up locations

Subscriptions: available for \$60 per year

### **News and Events Announcements**

Contact: Kay Hansen

Phone: 612-861-9006

E-mail: [KHansen@onenationnews.com](mailto:KHansen@onenationnews.com)

Fax: 612-869-8597

Deadline: 2 weeks prior to event (Friday)

### **Advertising Rates and Data**

Contact: Jae Bryson

Phone: 612-861-9006

E-mail: [JBryson@onenationnews.com](mailto:JBryson@onenationnews.com)

Fax: 612-869-8597

Format: Newspaper

Page Size: 10.25" x 14"

Classified Rates: \$30 per column inch

Display Rates: \$30 per column inch

Deadlines: Friday before publication (5 days prior)

# AMERICAN INDIAN

## *Anishinaabeg Today*

Box 418  
White Earth, MN 56591-0418

Website: [www.whiteearth.com/anishinaabeg.htm](http://www.whiteearth.com/anishinaabeg.htm)

Target Audience: White Earth tribal members, neighbors, friends, and others

Geographic Area: White Earth Reservation

Frequency: Tri-weekly

Publication Date: Every 3rd Wednesday

Circulation: 11,623

Distribution: All postal patrons in the White Earth Reservation area and by mail around the nation.

Subscriptions: Available at \$17 for 17 issues

### **News and Events Announcements**

Contact: Gary Padrta, Editor

Phone: 218-983-3285, ext. 1206

Email: [garyp@whiteearth.com](mailto:garyp@whiteearth.com)

Fax: 218-983-3641

Deadline: Week prior to publication

### **Advertising Rates and Data**

Contact: Gary Padrta, Editor

Phone: 218-983-3285, ext. 1206

Email: [garyp@whiteearth.com](mailto:garyp@whiteearth.com)

Fax: 218-983-3641

Format: Tabloid; full-color front page

Page Size: 11" x 13 1/2"

Classified Rates: \$4 per 20 words

Display Rates: Full page—\$300; 1/2 page—\$150; 1/4 page—\$75

Deadline: One week prior to publication

## ***Bois Forte News***

P.O. Box 16  
Nett Lake, MN 55772-0016

Website: [www.boisforte.com](http://www.boisforte.com)

Target Audience: Bois Forte tribal members and local community

Geographic Area: Bois Forte Reservation; Nett Lake, MN; Wisconsin; California; Oregon; and Washington

Frequency: Monthly

Publication Date: First of the month

Circulation: 2,200

Subscriptions: Available at \$4 per year

### **News and Events Announcements**

Contact: Louise Isham

E-mail: [bfnews@boiseforte-nsn.gov](mailto:bfnews@boiseforte-nsn.gov)

Phone: 218-757-3261

Fax: 218-757-3312

Deadline: 10th of the month

### **Advertising Rates and Data**

Contact: Louise Isham

E-mail: [bfnews@boiseforte-nsn.gov](mailto:bfnews@boiseforte-nsn.gov)

Phone: 218-757-3261

Fax: 218-757-3312

Format: Tabloid

Page Size: 7.667" x 10.11"

Classified Rates: None

Display Rates: Full page – \$300; 1/2 page – \$85; 1/4 page – \$30

Deadline: 10th of the month

## ***The Circle News: Native American News and Arts***

The Circle  
P.O. Box 6026  
Minneapolis, MN 55406

Website: [www.thecirclenews.org](http://www.thecirclenews.org)

Target Audience: American Indian community

Geographic Area: Minneapolis, Greater Minnesota, 11 reservations

Frequency: Monthly

Publication Date: 1st week of the month

Circulation: 15,000

Distribution: Free at more than 200 locations statewide

Subscriptions: Available at \$22 per year

### **News and Events Announcements**

Contact: Cathryn Whipple

Phone: 612-722-3686

E-mail: [circleMPLS@aol.com](mailto:circleMPLS@aol.com)

Fax: 612-722-3773

Deadline: 20th of the month

### **Advertising Rates and Data**

Contact: Mike Bassett, also see website

Phone: 612-722-3692

Format: Tabloid

Page Size: 10 1/2" x 13"

Classified Rates: display rate—\$32 per column inch; line rate—\$0.80 per word, \$5 per headline

Display Rates: Full page—\$1,279; 3/4 page—\$964; 1/2 page—\$721; 1/4 page—\$349; 1/8 page—\$211

Deadline: 20th of the month

## *Ojibwe News*

William J. Lawrence  
1819 Bemidji Ave.  
Bemidji, MN 56601-3866

Website: [www.press-on.net](http://www.press-on.net)

Target Audience: American Indian community

Geographic Area: The Ojibwe bands in the northern part of the state – predominantly the Red Lake, Leech Lake, White Earth, and Mille Lacs reservations; the Dakota Shakopee-Mdewakanton and Lower Sioux in central and southern Minnesota

Frequency: Weekly

Publication Date: Every Friday

Circulation: 4,000 in Twin Cities metro area, 4,000 outside Twin Cities metro area

Distribution: Free at more than 100 locations in the Twin Cities metro area and at additional locations outside the Twin Cities metro area.

Subscriptions: First class mail subscriptions available at \$58 per year, online subscriptions for \$50 per year

### **News and Events Announcements**

Events Calendar: “Smoke Signals”

Contact: Bill Lawrence

E-mail: [natampr@paulbunyan.net](mailto:natampr@paulbunyan.net)

Phone: 218-444-7800

Fax: 218-444-7320

Deadline: Wednesdays at 12 pm

### **Advertising Rates and Data**

Contact: Bill Lawrence

E-mail: [natampr@paulbunyan.net](mailto:natampr@paulbunyan.net)

Phone: 218-444-7800

Fax: 218-444-7320

Format: Newspaper

Page Size: 11 1/2" x 21"

Classified Rates: \$20 per column inch

Display Rates: \$20 per column inch; full page – \$2460; 1/2 page – \$1230; 1/4 page – \$612; 1/8 page – \$308

Deadline: Wednesdays at 12 pm

# ASIAN AMERICAN

## *Asian American Press*

Nghi Huynh, Publisher  
Asian American Press  
417 University Ave.  
St. Paul, MN 55103-1934

Website: [www.aapress.com](http://www.aapress.com)

Target Audience: Asian American community

Geographic Area: Twin Cities metro area and Greater Minnesota

Frequency: Weekly

Publication Date: Friday

Circulation: 15,000

Distribution: Free at over 400 locations in the Twin Cities metro area.

Subscriptions: Available at \$52 per year.

## **News and Events Announcements**

Events Calendar: "Schedule of Events" and "Calendar of Upcoming Artistic Performances"

Contact: Tom LaVenture, News and Managing Editor

E-mail: [aanews@aapress.com](mailto:aanews@aapress.com)

Phone: 612-224-6570

Fax: 612-224-7032

Deadline: Friday one week before publication

## **Advertising Rates and Data**

Contact: Nyssa Y. Estrada

E-mail: [ads@aapress.com](mailto:ads@aapress.com)

Phone: 612-224-6570

Fax: 612-224-7032

Format: Newspaper

Page Size: 13" x 21 1/2"

Classified Rates: \$17.32 per column inch

Display Rates: \$25.30 per column inch; full page – \$3128.40; 1/2 page – \$1730.30; 1/4 page – \$865.70; 1/8 page – \$432.30

Deadline: Reserve space by Monday, deadline is Wednesday 5 pm



## ***Asian Pages***

C. Ting Insixiengmay  
KITA Associates, Inc.  
P.O. Box 11932  
St. Paul, MN 55111-0932

Website: [home.navisoft.com/asianpages](http://home.navisoft.com/asianpages)

Target Audience: More than 20 Asian groups in the Asian community

Geographic Area: Twin Cities, Greater Minnesota

Frequency: Biweekly

Publication Date: 1st and 15th of the month

Circulation: 75,000

Distribution: Free at more than 1,500 locations in the Twin Cities, Greater Minnesota, Illinois, Iowa, Michigan, North and South Dakota, and Wisconsin.

Subscriptions: Available at \$25 per year.

### **News and Events Announcements**

Events Calendar: Special events coverage

Contact: Cheryl Weiberg, Editor-in-chief

Phone: 612-884-3265, 800-998-8379

E-mail: [apages@asianpages.com](mailto:apages@asianpages.com)

Fax: 612-888-9373

Deadline: 10 days before publication date.

### **Advertising Rates and Data**

Contact: Joe Weiberg, Marketing/Sales Director

Phone: 612/884-3265

Fax: 612/888-9373

Format: Tabloid

Page Size: 11" x 12"

Classified Rates: \$14.00 per column inch

Display Rates: Back cover – \$1,600; full page – \$1,260; 3/4 page – \$1,008; 1/2 page – \$630; 1/3 page – \$504; 1/4 page – \$378; 1/6 page – \$252; 1/8 page – \$210; 1/12 page – \$126; lower rates for multiple insertions.

Deadlines: Classified – 1 day before publication date; display – 3 days before publication date.

## ***Hmong Times***

Hmong Times  
962 University Avenue  
St. Paul, MN 55104

Website: [www.hmongtimes.com](http://www.hmongtimes.com)

Target Audience: Hmong Communities

Geographic Area: Minneapolis and St. Paul

Frequency: bimonthly

Publication Date: 1st and 16th of each month

Circulation: 15,000

Distribution: free and selected Asian businesses, organizations, and festivals.

Subscriptions: Available at \$75 per year.

### **News and Events Announcements**

Contact: Dick Wetzler

Phone: 651-224-9395

E-mail: [dick@hmongtimes.com](mailto:dick@hmongtimes.com)

Fax: 651-228-9049

Deadline: One week prior to publication

### **Advertising Rates and Data**

Contact: Steve Wetzler

Phone: 651-224-9395

Fax: 651-228-9049

Format: newspaper

Page Size: 10" x 15"

Classified Rates: \$18.75 per column inch

Display Rates: \$16 per black & white column inch, \$21 per color column inch

Deadlines: One week prior to publication

## ***Korean Quarterly***

Box 6789  
St. Paul, MN 55106

Website: [www.koreanquarterly.org](http://www.koreanquarterly.org)

Target Audience: 1.5/2nd generation Korean Americans, adopted Koreans and their families, English speaking 1st generation Korean Americans, other Asian Americans, non-Koreans with an interest in identity issues, Korean history/politics/culture, etc.

Geographic Area: Minnesota, the upper Midwest, national, and international (Korea).

Frequency: 4 times per year

Publication Date: Spring/mid-March, Summer/mid-June, Fall/mid-September,  
Winter/mid-December

Circulation: 10,000

Distribution: Distributed for free pick-up throughout the Twin Cities metropolitan area, Duluth, St. Cloud, and Chicago; mailed to subscribers in the upper Midwest, nationally, and internationally.

### **News and Events Announcements**

Contact: Martha Vickery

Phone: 651-771-8164

E-mail: [editor@koreanquarterly.org](mailto:editor@koreanquarterly.org)

Deadline: end of the month prior to publication

### **Advertising Rates and Data**

Contact: Stephen Wunrow

Phone: 651-771-8164

Page Size: 9.75" x 12"

Display Rates: Full page—\$375; ½ page—\$205; ¼ page—\$135; 1/12 page—\$60; four color—add \$100; back cover—\$640 (includes four-color charges).

Deadlines: End of the month prior to publication

## ***North End News***

TCB Marketing, Inc.  
W11052 457th Avenue  
Prescott, WI 54021

Target Audience: Caucasian, Hmong, and other nationalities living in the targeted geographical area

Geographic Area: St. Paul area bounded by 35E, Larpenteur Avenue, Lexington Avenue and I94

Frequency: Once a month

Publication Date: 1st of each month

Circulation: 20,000 copies

Distribution: 4,500 newsrack distributed, 15,500 home delivered

### **News and Events Announcements**

Contact: Cindy Severson

Phone: 651-488-8828

E-mail: [cynthia31@comcast.net](mailto:cynthia31@comcast.net)

Fax: 651-488-9052

Deadline: 2 weeks prior to publication

### **Advertising Rates and Data**

Contact: Steve Wetzler (at TCB Marketing)

Phone: 651-304-2102

E-mail: [tcbmarketing@gmail.com](mailto:tcbmarketing@gmail.com)

Fax: 715-262-1177

Format: Tabloid

Page Size: 10.25" x 15.5"

Classified Rates: \$18.75/column inch

Display Rates: Varies depending on ad size

Deadlines: 2 weeks prior

# **LATINO**

## ***La Gente de Minnesota***

Latino Communications Network  
1516 E Lake Street, Suite 200  
Minneapolis, MN 55407

Website: [www.gentedeminnesota.com](http://www.gentedeminnesota.com)  
Target Audience: Latino community  
Geographic Area: Minnesota Twin Cities area  
Frequency: Weekly  
Publication Date: Every Friday  
Circulation: 20,000  
Distribution: rack and home delivery

### **News and Events Announcements**

Contact: Lorena Duarte, Editor  
E-mail: [lorena@lcnmedia.com](mailto:lorena@lcnmedia.com)  
Phone: 612-729-5900  
Fax: 612-729-5999  
Deadline: Monday, 5 pm

### **Advertising Rates and Data**

Contact: Tanya Alvergue  
E-mail: [ads@lcnmedia.com](mailto:ads@lcnmedia.com)  
Phone: 612-729-5900  
Fax: 612-729-5999  
Format: Tabloid  
Classified Rates: \$20 per column inch  
Display Rates: Varies – contact for a quote.  
Deadline: Monday, 5 pm

## ***La Prensa de Minnesota***

Mario Duarte, Publisher  
1516 E. Lake Street  
Minneapolis, MN 55407

Website: [www.laprensa-mn.com](http://www.laprensa-mn.com)

Target Audience: Latino community

Geographic Area: Minnesota

Frequency: Weekly

Publication Date: Every Monday

Circulation: 10,000

Distribution: 300 locations in the metro area, 75 locations in Greater Minnesota, free at locations in the Twin Cities

### **News and Events Announcements**

Contact: Lorena Duarte, Editor

E-mail: [lorena@lcnmedia.com](mailto:lorena@lcnmedia.com)

Phone: 612-276-7032

Fax: 612-729-5999

Deadline: Tuesday, 5 pm

### **Advertising Rates and Data**

Contact: Tanya Alvergue

E-mail: [Tanya@lcnmedia.com](mailto:Tanya@lcnmedia.com)

Phone: 612-729-5900

Fax: 612-729-5999

Format: Tabloid

Classified Rates: \$18 per column inch

Display Rates: Full page \$1680, 1/2 page \$882, 1/4 page \$441, 1/8 page \$221

Deadline: Monday, 5 pm

## ***La Voz Latina***

Tim Spitzack, Editor  
1643 S Robert Street  
West St. Paul, MN 55118

Website: [www.stpaulpublishing.com](http://www.stpaulpublishing.com)

Target Audience: Latino community; anyone interested in Spanish language, culture, business, or history

Geographic Area: Twin cities Latino metropolitan communities

Frequency: Monthly

Publication Date: Last Tuesday of the month

Circulation: 8,500

Distribution: Distributed free to every home on St. Paul's West Side.

Subscriptions: Available at \$12 per year.

### **News and Events Announcements**

Contact: Tim Spitzack, Editor

E-mail: [tim@stpaulpublishing.com](mailto:tim@stpaulpublishing.com)

Phone: 651-457-1177

Fax: 651-457-1077

Deadline: 2nd Friday of the month

### **Advertising Rates and Data**

Contact: Tim Spitzack, Editor

E-mail: [tim@stpaulpublishing.com](mailto:tim@stpaulpublishing.com)

Phone: 651-457-1177

Fax: 651-457-1077

Format: Newspaper

Page Size: 15" x 11 ½"

Display Rates: Full page — \$850.92; 1/2 page — \$425.46; ¼ page — \$263.13; 1/8 page — \$131.57; 1/16 page — \$75.18

Deadline: 18th of the month

## ***Vida y Sabor***

TCB Marketing, Inc.  
W11052 457th Avenue  
Prescott, WI 54021

Website: [www.lcnmedia.com](http://www.lcnmedia.com)

Target Audience: Mexican, Puerto Rican, Cuban and other Hispanic Nationalities.

Called the City Pages for the Latino community in the Twin Cities

Geographic Area: Minneapolis and St. Paul

Frequency: Weekly

Publication Date: Every Wednesday

Circulation: 15,000 copies

Distribution: Newsrack distribution throughout the Twin Cities

### **News and Events Announcements**

Contact: Anna Schnabel

Phone: 612-729-5900

E-mail: [anna@lcnmedia.com](mailto:anna@lcnmedia.com)

Fax: 612-729-5999

Deadline: 1 week prior to publication

### **Advertising Rates and Data**

Contact: Steve Wetzler @ TCB Marketing

Phone: 651-304-2102

E-mail: [tcbmarketing@gmail.com](mailto:tcbmarketing@gmail.com)

Fax: 715-262-1177

Format: Tabloid

Page Size: 10.5" x 12.5"

Classified Rates: Varies depending on ad size

Display Rates: Varies depending on ad size

Deadlines: 1 week prior to publication



# **GAY/LESBIAN/BISEXUAL/TRANSGENDER**

## ***Lavender***

Stephen J. Rocheford, President  
Lavender Lifestyles Marketing, Inc.  
3715 Chicago Avenue South  
Minneapolis, MN 55407

Website: [www.lavendermagazine.com](http://www.lavendermagazine.com)

Target Audience: Gay/lesbian/bisexual/transgender

Geographic Area: Minnesota, Wisconsin, North Dakota, South Dakota, Iowa, Illinois, Nebraska

Frequency: Biweekly

Publication Date: Every other Friday

Circulation: 25,526

Distribution: Free at more than 550 Twin Cities locations, with additional targeted distribution throughout Minnesota and Western Wisconsin.

Subscriptions: Available for \$26 per year.

## **News and Events Announcements**

Contact: Michael Moeglin

E-mail: [Michael@lavendermagazine.com](mailto:Michael@lavendermagazine.com)

Phone: 612-436-4660

Fax: 612-436-4685

Deadline: Thursday, 15 days before publication

## **Advertising Rates and Data**

Contact: Barry Leavitt

Phone: 612-436-4660

Fax: 612-436-4685

Format: Magazine

Page Size: 8" x 10"

Classified Rates: See website

Display Rates: See website

Deadline: One week before publication

# PEOPLE WITH DISABILITIES

## *Access Press*

1821 University Ave. W., Suite 104S  
St. Paul, MN 55104

Website: [www.accesspress.org](http://www.accesspress.org)

Target Audience: Persons with disabilities; providers of care and support services; agencies and support groups.

Geographic Area: Twin Cities metropolitan area

Frequency: Monthly

Publication Date: 10th of the month

Circulation: 11,000

Distribution: Free at more than 235 locations in the Twin Cities metro area, plus other cities such as Duluth, East Grand Forks, Fargo, Hibbing, Mankato, Marshall, St. Cloud, and Willmar.

Subscriptions: Available at \$25 per year

## **News and Events Announcements**

Contact: Terri Ricci, Assistant Editor

Phone: 612-644-2133

E-mail: [terri@accesspress.org](mailto:terri@accesspress.org)

Fax: 651-644-2136

Deadline: End of previous month

## **Advertising Rates and Data**

Contact: Terri Ricci, Assistant Editor

Phone: 612-644-2133

E-mail: [terri@accesspress.org](mailto:terri@accesspress.org)

Fax: 651-644-2136

Format: Tabloid

Page Size: 11" x 17"

Classified Rates: \$10 minimum (12 words), 45 cents each additional word

Display Rates: Employment ads—\$17 per column inch; full page—\$1495; 1/2 page—\$865; 1/4 page—\$495; 1/8 page—\$248; 1/12 page—\$165; 1/16 page—\$125; business card-sized—\$83

Deadline: End of previous month

# SENIORS/OLDER ADULTS

## *Minnesota Good Age*

1115 Hennepin Ave. S.  
Minneapolis, MN 55403

Website: [www.mngoodage.com](http://www.mngoodage.com)

Target Audience: Older adults, 55+

Geographic Area: Minnesota, with a focus on the Twin Cities

Frequency: Monthly

Publication Date: End of the month

Circulation: 70,000

Distribution: Free at more than 1,000 locations in the Twin Cities metro area.

Subscriptions: Available at \$12 per year

## **News and Events Announcements**

Events Calendar: "MN Good Age Calendar"

Contact for Calendar Events: Maya Petrovic, Assistant Editor

E-mail: [goodagecalendar@mnpubs.com](mailto:goodagecalendar@mnpubs.com)

Phone: 612-436-4394

Contact for Other Events: Tricia Cornell, Editor

E-mail: [tcornell@mnpubs.com](mailto:tcornell@mnpubs.com)

Phone: 612-436-4386

Fax: 612-825-0929

Deadline: 5 weeks prior to the 1st of the month

## **Advertising Rates and Data**

Contact: Brita Knippel, Sales

Phone: 612-436-5077

Fax: 612-825-0929

Format: Newspaper

Page Size: 10.5" x 16"

Classified Rates: \$0.85 per word, minimum purchase of \$8.50

Display Rates: See website

Deadline: Beginning of the month

## ***Minnesota Senior News***

Minnesota Senior Federation  
1885 University Avenue  
St. Paul, MN 55104

Website: [www.mnseniors.org](http://www.mnseniors.org)

Target Audience: Seniors 50 and older

Geographic Area: Minnesota

Frequency: Monthly

Publication Date: First of each month

Circulation: 34,000

Distribution: Free at select locations around the Twin Cities metro area. Membership in Minnesota Senior Federation includes subscription to *Minnesota Senior News*.

Subscriptions: Available at \$4.75 per year for nonmembers.

### **News and Events Announcements**

Contact: Editor

Phone: 651-221-0599

Deadline: One month prior to publication

### **Advertising Rates and Data**

Contact: Jim DeFeo

Phone: 651-221-0599

Format: Tabloid

Page Size: 11 1/2" x 14"

Classified Rates: Call Jim

Display Rates: Call Jim

Deadline: One month prior to publication

## ***The Senior Reporter***

Larry Fortner  
5302 Ramsey St.  
Duluth, MN 55807-2926

Website: [www.theseniorreporter.com](http://www.theseniorreporter.com)

Target Audience: Older people and those who care for them

Geographic Area: Duluth area, Itasca County, northern St. Louis County, and Superior and northwestern Wisconsin

Frequency: Monthly

Publication Date: First week of the month

Circulation: 2,500

Distribution: Mail subscriptions are \$20 for 1 year

### **News and Events Announcements**

Contact: Larry Fortner

Phone: 218-624-4949

E-mail: [larryfortner@mac.com](mailto:larryfortner@mac.com)

Fax: 218-624-1541

Deadline: 10th of the month

### **Advertising Rates and Data**

Contact: Larry Fortner

Phone: 218-624-4949

E-mail: [larryfortner@mac.com](mailto:larryfortner@mac.com)

Fax: 218-624-1541

Format: Magazine

Page Size: 8 1/2" x 11"

Display Rates: Full page – \$689; 2/3 page – \$519; 1/2 page – \$449; 1/3 page – \$299; 1/6 page – \$199

Deadline: 10th of the month

## ***Senior Times***

Marci Mannis, Publisher  
P.O Box 16422  
St. Louis Park, MN 55416-0422

Website: [www.familytimesinc.com](http://www.familytimesinc.com)  
Target Audience: Seniors 50 and older  
Geographic Area: Twin Cities seven-county metro area  
Frequency: Quarterly  
Publication: 50,000  
Distribution: Free at 550 locations in the Twin Cities metro area

### **News and Events Announcements**

Contact: Annie O'Brian, Editor  
Phone: 651-330-6342  
E-mail: [editor@familytimesinc.com](mailto:editor@familytimesinc.com)  
Deadline: 15th of the month prior to publication

### **Advertising Rates and Data**

Contact: Debbie Lascano-Stai  
E-mail: [dstai@familytimesinc.com](mailto:dstai@familytimesinc.com)  
Phone: 651-636-5701  
Fax: 651-636-5705  
Format: Tabloid  
Page Size: 9 3/4" x 11 3/4"  
Classified Rates: \$65 for line ad  
Display Rates: Full page – \$2625; 2/3 page – \$2325; 1/2 page – \$1725; 1/3 page – \$1525;  
1/4 page – \$1025; 1/8 page – \$825

# VETERANS

## *Minnesota Legionnaire*

American Legion, Department of Minnesota  
Veterans Service Building, Room 300-A  
20 W. 12th Street  
St. Paul, MN 55155-2069

Website: [www.mnlegion.org](http://www.mnlegion.org)

Target Audience: Veterans

Geographic Area: Minnesota

Frequency: Monthly

Publication Date: 1st of the month

Circulation: 104,000

Distribution: Subscriptions available at \$10 per year for nonmembers

### **News and Events Announcements**

Contact: Al Zdon, Editor

Phone: 612-291-1800

E-mail: [azdon@mnlegion.org](mailto:azdon@mnlegion.org)

Fax: 612-291-1057

Deadline: 20th of the month preceding publication date

### **Advertising Rates and Data**

Contact: Al Zdon, Editor

Phone: 612-291-1800

E-mail: [azdon@mnlegion.org](mailto:azdon@mnlegion.org)

Fax: 612-291-1057

Format: Tabloid

Page Size: 10 1/4" x 15"

Display Rates: 23 cents per column inch. Full page—\$2070; 1/2 page—\$1035; 1/4 page—\$517.50.

Deadline: 15th of the month preceding publication date

# WOMEN

## *Minnesota Women's Press*

Glenda Martin and  
Mollie Hoben, Publishers  
Minnesota Women's Press, Inc.  
771 Raymond Ave.  
St. Paul, MN 55114-1522

Website: [www.womenspress.com](http://www.womenspress.com)

Target Audience: Women

Geographic Area: Twin Cities

Frequency: Biweekly

Publication Date: Every other Wednesday

Circulation: 40,000

Distribution: Free at 550 locations in Twin Cities.

Subscriptions: Available at \$45 for one year.

### **News and Events Announcements**

Events Calendar: "GoSeeDo"

Calendar E-mail: [calendar@womenspress.com](mailto:calendar@womenspress.com)

Non-Calendar Contact: Elizabeth Noll

E-mail: [assistanteditor@womenspress.com](mailto:assistanteditor@womenspress.com)

Phone: 612-646-3968, ext. 20

Fax: 612-646-2186

Deadline: Friday, two weeks before publication

### **Advertising Rates and Data**

Contact: Chelsea O'Quinn

E-mail: [coquinn@womenspress.com](mailto:coquinn@womenspress.com)

Phone: 612-646-3968, ext. 18

Fax: 612-646-2186

Format: Tabloid

Page Size: 10 1/4" x 15"

Classified Rates: 95 cents per word, 10 word minimum

Display Rates: Full page—\$3150; 3/4 page—\$2520; 1/2 page—\$1575; 1/3 page—\$1008;

1/4 page—\$798; 1/6 page—\$546; 1/8 page—\$420; 1/12 page—\$252

Deadline: 12 days before issue date.